



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In re the Application of:**

Botelho, et al.

**Appl. No.:** 09/728,704

**Filed:** December 1, 2000

**Title:** DATA PROCESSING SYSTEM  
FOR TARGETED CONTENT

) **Group Art Unit:** 3622

) **Examiner:** Daniel Lastra

) **Office Action mailed:** Dec. 23, 2004

) **Attorney Docket No.:** ZD-P001

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Dear Sir:

In response to non-final Office Action dated December 23, 2004, Applicants file the enclosed response.

**REMARKS**

Claims 107 and 108 were rejected under §102(e) as being anticipated by Eldering, U.S. Pat. No. 6,216,129. However, Eldering fails to teach several limitations recited in the claimed invention.

**The Eldering Reference**

Eldering teaches the following method of advertising: "Pay me, the consumer, to view ads of products/services that you, the advertising system, think correspond to my 1) demographics; 2) lifestyle; and 3) product preferences. (See column 3, lines 5-13).

---